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May 21, 2012

Michael Machado
Executive Director
2101 Stone Blvd., Suite 210
West Sacramento, CA 95691

Dear Mr. Machado:

I am writing in response to your letter dated May 15, 2012 (attached). The Sacramento-San Joaquin Delta Conservancy (Conservancy) is happy to provide this letter of support and would be pleased to partner with the Delta Protection Commission (Commission) in its efforts to meet Goal 1, as stated in your letter:

"Brand the Delta as a region of national significance to educate the public about 'Delta as a place', and build more support for preserving, protecting, and enhancing the Delta."

As we discussed in our meeting on May 9, 2012, the Conservancy is moving forward with a near-term effort to work collaboratively with the Delta community to identify opportunities to enhance economic activity and develop a branding and marketing strategy. Based on feedback received during the development of our Strategic Plan and in discussion with our Board members, we sense an urgent need to begin this effort. It is our expectation that the process we are initiating is complementary to the Natural Heritage Area (NHA) process and we commit to close coordination with the Commission and the NHA effort. Further we would welcome Commission partnership and believe that by combining our resources we can ensure much needed near-term strategies that are compatible with the NHA process, and that can facilitate development the NHA Management Plan when Congress acts to designate the Delta as an NHA.

Please feel free to contact me if you would like to discuss this further.

Regards,

Campbell Ingram,
Executive Officer